

## ORDER



WAVY

**Orders**  
**Order / Rev:** 202464  
**Alt Order #:** 06847481  
**Product Desc:** 9/4-9/24 HOUSE MAJORITY PAC  
**Estimate:** 1432  
**Flight Dates:** 09/04/12 - 09/24/12  
**Original Date / Rev:** 08/29/12 / 09/17/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/House Majority PAC  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN14921

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	17	\$20,000.00	\$17,000.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$20,000.00	\$17,000.00	0.00
<b>Totals</b>	<b>17</b>	<b>\$20,000.00</b>	<b>\$17,000.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WAVY	36%	\$20,000.00
Market	100%	\$55,555.56

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	1%	\$555.56
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	19%	\$10,555.56
WTVZ	5%	\$2,777.78
WVBT	10%	\$5,555.56
WVEC	29%	\$16,111.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	09/04/12	09/07/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	- TWTF - -	1		\$2,000.00	0.00							
E 2	WAVY	09/10/12	09/21/12	Today Show M-F Today Show M-F	CM	7a-9a	MTWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

Order / Rev: 202464  
 Alt Order #: 06847481  
 Flight Dates: 09/04/12 - 09/24/12

Advertiser: POL/House Majority PAC  
 Product Desc: 9/4-9/24 HOUSE MAJORITY PAC  
 Estimate: 1432  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
E 7	WAVY	09/04/12	09/07/12	Today Show 2 Today Show 2	CM	9a-10a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					1	\$500.00		0.00			
E 8	WAVY	09/10/12	09/21/12	Today Show 3 Today Show 3	CM	10a-11a	MTWTF--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$400.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
E 9	WAVY	09/04/12	09/07/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	-TWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					1	\$300.00		0.00			
E 10	WAVY	09/10/12	09/21/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	MTWTF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$1,800.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
E 11	WAVY	09/04/12	09/07/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	-TWTF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					1	\$1,800.00		0.00			
E 12	WAVY	09/10/12	09/21/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	MTWTF--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
E 15	WAVY	09/10/12	09/21/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	MTWTF--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
E 16	WAVY	09/10/12	09/21/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MTWTF--	:30	1	\$2,000.00	P1	0.00	NM	2	\$4,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					1	\$2,000.00		0.00			
E 18	WAVY	09/10/12	09/21/12	Today Show 2 Today Show 2	CM	9a-10a	MTWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$500.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
E 20	WAVY	09/10/12	09/21/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	MTWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-WTF--					1	\$300.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
E 22	WAVY	09/10/12	09/21/12		CM	530p-6p	MTWTF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00

Order / Rev: 202464  
 Alt Order #: 06847481  
 Flight Dates: 09/04/12 - 09/24/12

Advertiser: POL/House Majority PAC  
 Product Desc: 9/4-9/24 HOUSE MAJORITY PAC  
 Estimate: 1432  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News 10 @530p											
				News 10 @530p											
				530PM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M- WTF- -					1	\$1,800.00		0.00			
Week:		09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
E 25	WAVY	09/10/12	09/12/12	WAVY Early Today News	CM	430-5a	MTW- - - -	:30	2	\$200.00	P1	0.00	NM	2	\$400.00
				WAVY News 430-5am											
				EARLY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MTW- - - -					2	\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/10/12-09/16/12		WAVY Early Today News		430-5a	MTW- - - - -	:30		<del>(\$200.00)</del>		0.00	NM		
See MG 25.3															
[log change]															
3	WAVY	09/13/12-09/13/12		WAVY Early Today News		430-5a	- - - Th- - - -	:30		\$200.00		0.00	NM		
Ⓜ MG for 25.1 09/10															
[Makegood]															
E 27	WAVY	09/10/12	09/21/12	M-F 2-3p	CM	2-3p	MTWTF- -	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M- WTF- -					1	\$200.00		0.00			
Week:		09/17/12	09/23/12	- - - - -					0	\$0.00		0.00			
													Totals	17	\$20,000.00